

## THE DUPLEX PEN

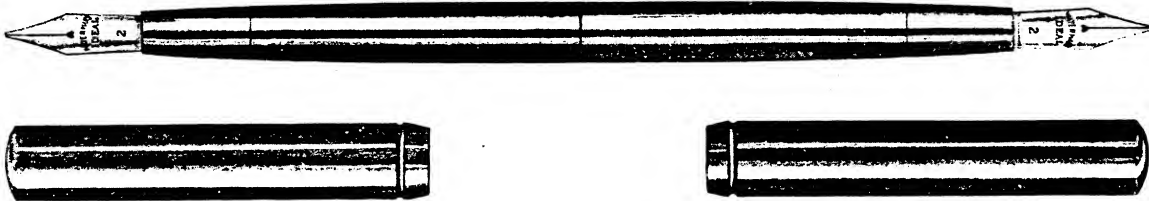
**W**ATERMAN'S Ideal Duplex Pen is especially designed for Accounting, Bookkeeping, Checking and all purposes where the alternate use of two colors of ink is necessary. This pen possesses utility and time saving features that fully justify its popularity.

The holder (Regular Type) is made in two sections—one cardinal and one black—each section being a complete fountain pen within itself.

If desired the cardinal section, designed for red ink, may be fitted with a Gold Pen with a fine stiff point, while the other section may be had with a coarser point for general use.

When not in use the two sections may be disconnected and carried in the pocket in the same manner as any other Waterman's Ideal.

The extreme simplicity and great utility of Waterman's Ideal Duplex Pen makes an instant appeal that is fully substantiated by the results obtained by its use.



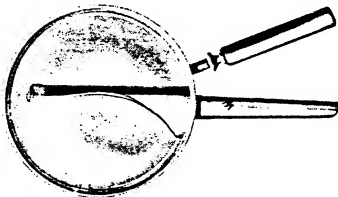
Waterman's Ideal Duplex Pen. Illustration is  $\frac{3}{4}$  actual size  
Prices, complete: No. 12, \$5.00—No. 14, \$8.00

## DUO-POINT GOLD PEN

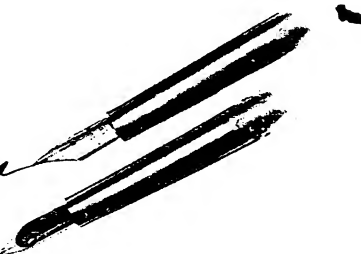
The Waterman's Ideal patented Duo-Point Gold Pen marks an advance step in conformity with our policy of manufacturing a point practical for every purpose to which a Gold Pen may properly be used.

The Duo-Point Gold Pen is made with a reversible point, and virtually comprises two Gold Pens in one. The regular, or side ordinarily used, writes in the usual manner, while the reverse side writes with equal facility, but with a stiffer action, making a finer mark, thus offering a distinct and practical advantage for bookkeeping and for many other writing purposes.

Both sides of the Duo-Point pen have the hard Iridium point (carefully ground) featured in Waterman's Ideal Gold Pens, while the flow of ink is equally instantaneous and uniform.



*Duo point gold pen*  
*Duo point gold pen*



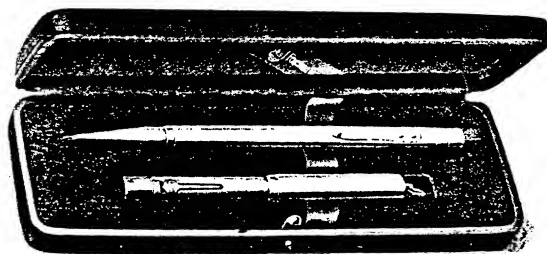
Waterman's Ideal Duo-Point Gold Pens are made in size No. 4 only and corresponding points as shown on page 53. Prices on Duo-Point Gold Pens are \$1.00 extra to cost of all holders containing No. 4 size pen.

## PEN AND PENCIL SETS

**T**HE Pen and Pencil sets illustrated below constitute a combination of unusual attractiveness together with a value assuring a continuation of their popularity and constantly increasing sales.

The Pens used in these sets are the regular high standard Waterman's Ideals as shown on pages 20, 21 and 22.

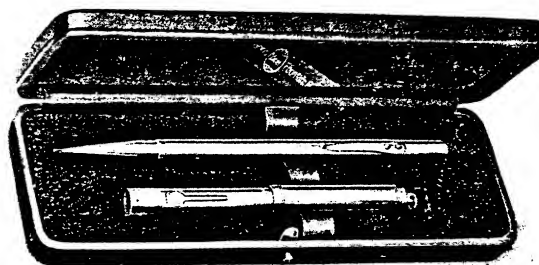
The Pencils manufactured by the well-known Aikin-Lambert Company are of a new type—a Magazine Pencil that does not have to be sharpened—made of heavy sterling silver or gold filled in attractive designs. Each pencil contains a sufficient number of leads to last for several months. The clutch at the point is made with an extra long inside sleeve that holds the lead firmly, while a slight turn permits the lead in use to drop forward, thus providing a new point ready for instant use. The reserve leads in the magazine automatically drop into place as they are needed.



240S

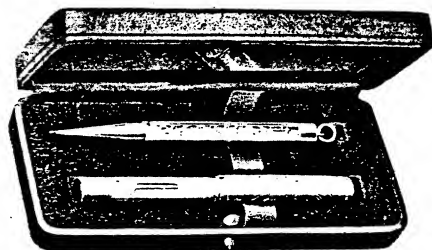
- No. 240S. Plain Sterling Silver Magazine Pencil, with clip and No. 452½V Plain Sterling Silver end covered Pen, with ring..... \$9.50
- No. 240P as above—Gold Filled..... 12.50

- No. 241S. Sheraton Sterling Silver Magazine Pencil, with clip and No. 452½V Sheraton Sterling Silver end covered Pen with ring..... \$11.00
- No. 241P as above—Gold Filled..... 14.00



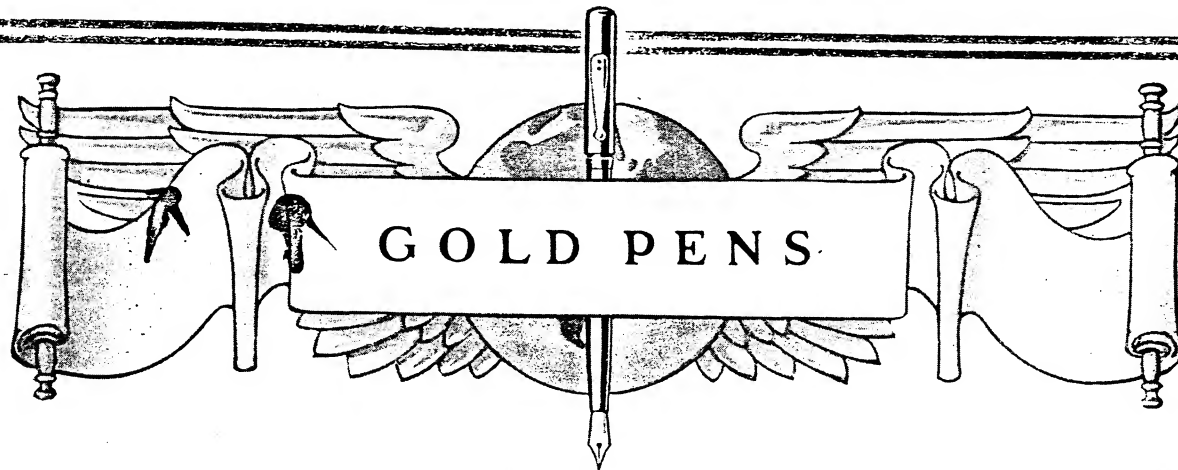
241S

- No. 245S. Pansy Panel, Sterling Silver Magazine Pencil, with ring, and No. 452½V Pansy Panel Sterling Silver end covered Pen, with ring..... \$12.00
- No. 245P as above—Gold Filled..... 15.00



245S

The cases illustrated are handsomely made, covered with genuine leather and lined with high grade wine colored satin to match the leather, while the form for holding Pen and Pencil is covered with fine quality red velvet.



TO these Gold Pens is due much of the efficiency and tremendous popularity of Waterman's Ideal Fountain Pens.

The test of a fountain pen is in its action and the service rendered when the point of the Gold Pen is in contact with the paper in the process of writing.

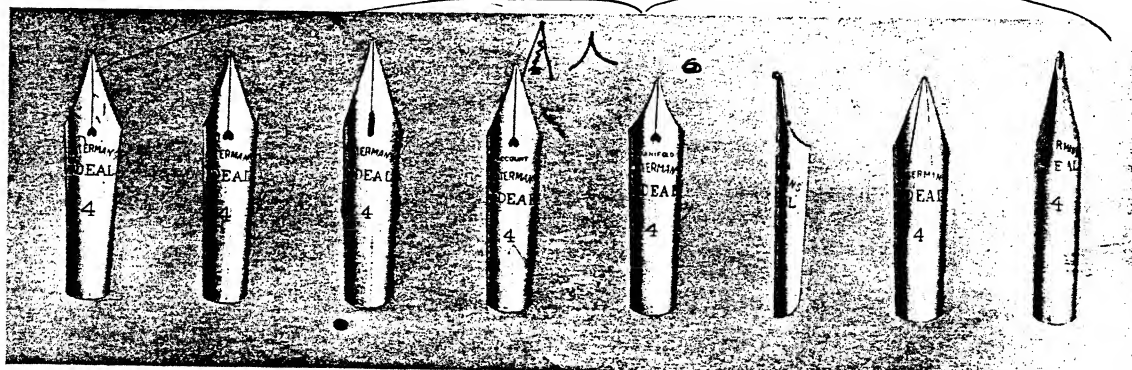
There are literally hundreds of different kinds of paper, each offering a different resistance to the action of the pen, while no two writers write from exactly the same angle or with the same pressure; hence a Gold Pen is called upon to render efficient service under widely varying and difficult conditions.

Each gold pen bearing the imprint, "Waterman's Ideal," is made to successfully stand every test to which a pen may be subjected—likewise in the line of Waterman's Ideal Gold Pens will be found a style suited to every purpose to which a pen may be put.

The Waterman's Ideal trade-mark is a guarantee that each pen is genuine 14 karat gold, hand tempered by the Waterman process that insures a maximum of permanent elasticity. Every pen is heavily tipped with selected hard Iridium which gives a smooth long-wearing point not found in other gold pens.

### Special Points

Illustrating No. 4. Actual size



Stenographers Bookkeepers Falcon Accounting Manifold Turned-up Point Music Ruling

A Gold Pen for every profession, from the fine delicate pointed Accounting pen to a broad thick stub or the stiff Manifold pen for making carbon copies.

STENOGRAPHERS, fine flexible point .....	All sizes
BOOKKEEPERS, fine stiff point .....	All sizes
FALCON .....	No. 4 size only
ACCOUNTING, special fine point .....	No. 2-6 sizes
MANIFOLD .....	No. 2-6 sizes
TURNUED-UP POINT .....	No. 2-6 sizes
MUSIC .....	No. 2-6 sizes
RULING .....	No. 4 size only

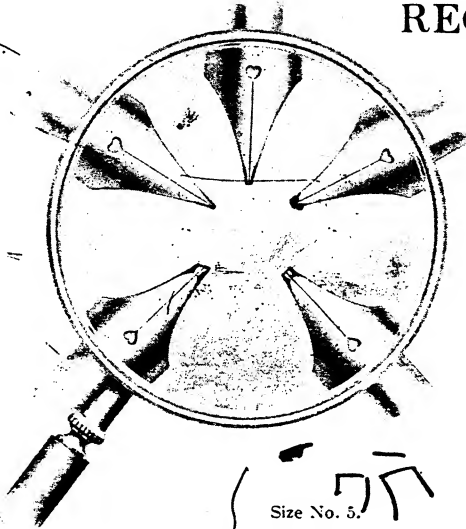
SPECIAL POINTS may be had in any style holder at prices indicated:  
 Stenographers, Falcon, and Bookkeepers gold pens, regular price.  
 Accounting, Manifold, and Ball point gold pens, 50 cents additional to regular price.  
 Music and Ruling gold pens, \$1.00 additional to regular price.

In this line will be found pens duplicating the action of any steel pen and possessing the added smoothness and lasting qualities found only in high grade gold pens.

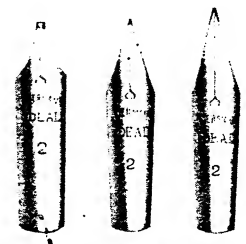
For sizes see following page. For prices see page 61

Illustration of Regular Points which are made in every degree.

# REGULAR STYLES



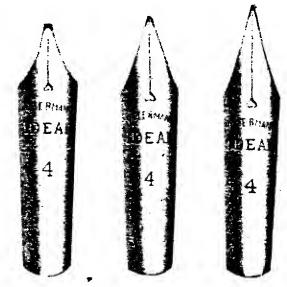
Size No. 2:



Short Nib Medium Nib Long Nib

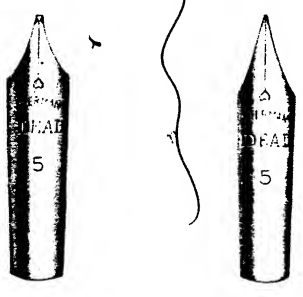
Made with Points { Fine Medium Coarse Stub Oblique } { Fine Medium Coarse Stub } { Fine Medium Coarse } { Made with Points } { Fine Medium Coarse Stub Oblique } { Fine Medium Coarse } { Fine Medium Coarse }

Size No. 4.



Short Nib Medium Nib Long Nib

Size No. 5.



Short Nib Medium Nib

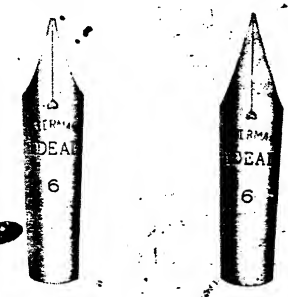
Made with Points { Fine Medium Coarse Stub Oblique } { Fine Medium Coarse }



Long Nib Short Nib

Made with Points { Fine Medium Coarse } { Fine Medium Coarse Stub Oblique }

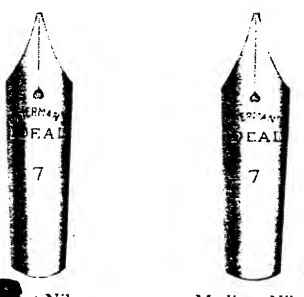
Size No. 6.



Medium Nib Long Nib

Made with Points { Fine Medium Coarse } { Fine Medium Coarse }

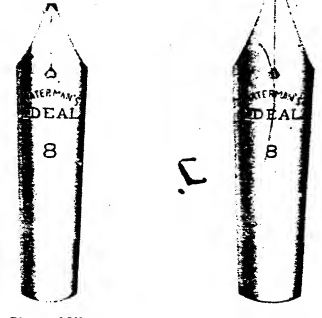
Size No. 7.



Short Nib Medium Nib

Made with Points { Fine Medium Coarse Stub Oblique } { Fine Medium Coarse }

Size No. 8.



Short Nib Medium Nib

Made with Points { Fine Medium Coarse Stub Oblique } { Fine Medium Coarse }

Size No. 10.



Short Nib

Made with Points { Fine Medium Coarse Stub Oblique }

3  
15/11

## IDEAL CLIP-CAPS

**T**HE list prices of Waterman's Ideal Fountain Pens, as shown throughout our catalog, are always exclusive of Clip-on-Cap. When a Clip-Cap is desired it is necessary that the price of the Clip, as shown below, be added to the price of the pen.

If a customer desires to exchange a plain Cap for a Clip-Cap dealers are authorized to accept in exchange the old Cap (always provided it is in good condition) allowing full value upon it in accordance with the prices quoted below. Four grades of Clips are made each bearing our guarantee of perfect workmanship and quality.



Cost of Clips differ according  
to the metal

Regular .....	\$ .25
Sterling Silver .....	.50
Rolled Gold .....	1.00
Solid Gold (14 kt) .....	2.00

Cost of Caps differ according  
to the size

NUMBER ON HOLDER

12½—42½—52½—72½ .....	\$ .25
2—22—42—52—62—72 .....	.25
13 .....	.25
4—24—44—54—64—74 .....	.25
15—45—55—65—75 .....	.30
16—46—56—66—76 .....	.40
17 .....	.50
18—48—58—68—78 .....	.50
20 .....	.75

To arrive at price of Clip-Cap complete, add cost of Clip and Cap as shown above.



### MERCANTILE ADJUSTABLE CLIP

An efficient Clip that grips firmly both the pen or pencil and the pocket. It stays "put" on the pen or pencil and is easily and quickly removed from or adjusted in the pocket.

Made of spring metal in two sizes:

No. 1 size for pencil, while No. 4 size is adjustable to most any size fountain pen.

For the convenience of the trade in displaying these Clips the following assortments are mounted on attractive easel cards as illustrated.



No. 4



Embossed Easel Display Card

No. 1—Pencil Size on ¼ Gross Display Cards.  
No. 4—Fountain Pen Size on ¼ Gross Display Cards.  
Assorted on Easel Display Cards, holding 3 Dozen each.  
(This card carries 2 Dozen No. 4 and 1 Dozen No. 1.)  
Price per Gross, \$7.20 all sizes.

Mercantile Adjustable Clips are also made in:

Gold Finished .....	\$ .25 each	Gold—10 kt. ....	\$2.50 each
Sterling Silver .....	.75 "	Gold—14kt. ....	5.00 "



No. 1

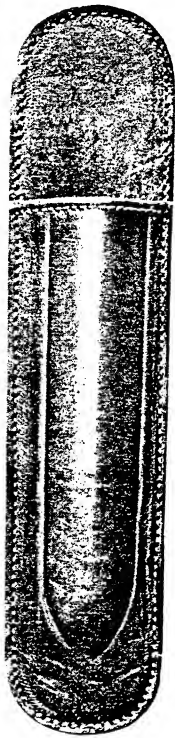


## SAFETY POCKETS

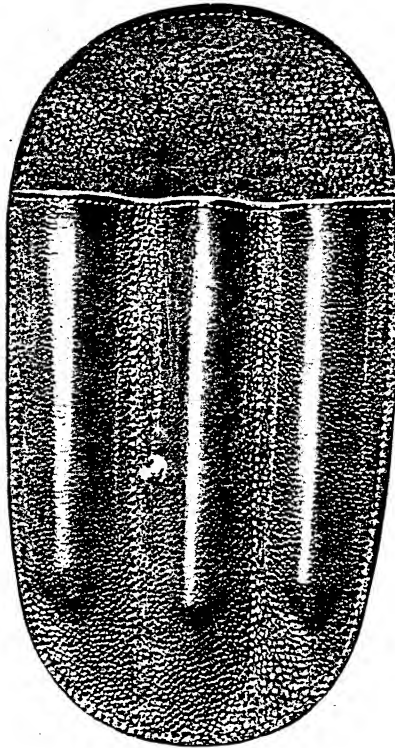
**F**OR business and professional women the Waterman's Ideal Safety Pockets, illustrated below, offer a convenience that cannot be measured.

Each style shown is made from selected high grade leather with one, two, three or four compartments. Each compartment is of proper size and shaped to grip the pen contained in it so as to prevent its becoming dislodged or lost.

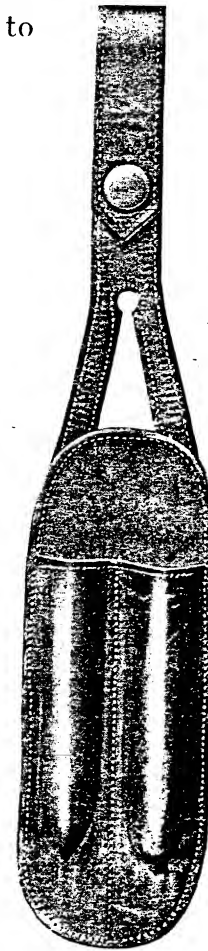
Safety Pockets as illustrated are made in Black, Tan and Russet



No. 1



No. 3



No. 6

Nos. 1, 2, 3 and 4 are made with a Safety Pin for attaching to waist, skirt or in vest pocket  
Nos. 5 and 6 are made with a Chatelaine loop for attaching to the belt

<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding-right: 10px;">No. 1. One Pocket.....</td> <td style="padding-right: 10px;">Price, \$1.80 per doz.</td> </tr> <tr> <td style="padding-right: 10px;">No. 2. Two Pockets.....</td> <td style="padding-right: 10px;">" 2.40 " "</td> </tr> <tr> <td style="padding-right: 10px;">No. 3. Three Pockets.....</td> <td style="padding-right: 10px;">" 3.00 " "</td> </tr> </table>	No. 1. One Pocket.....	Price, \$1.80 per doz.	No. 2. Two Pockets.....	" 2.40 " "	No. 3. Three Pockets.....	" 3.00 " "	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding-right: 10px;">No. 4. Four Pockets.....</td> <td style="padding-right: 10px;">Price, \$4.80 per doz.</td> </tr> <tr> <td style="padding-right: 10px;">No. 5. One Pocket.....</td> <td style="padding-right: 10px;">" 3.60 " "</td> </tr> <tr> <td style="padding-right: 10px;">No. 6. Two Pockets.....</td> <td style="padding-right: 10px;">" 4.80 " "</td> </tr> </table>	No. 4. Four Pockets.....	Price, \$4.80 per doz.	No. 5. One Pocket.....	" 3.60 " "	No. 6. Two Pockets.....	" 4.80 " "
No. 1. One Pocket.....	Price, \$1.80 per doz.												
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No. 4. Four Pockets.....	Price, \$4.80 per doz.												
No. 5. One Pocket.....	" 3.60 " "												
No. 6. Two Pockets.....	" 4.80 " "												



## ENGRAVING

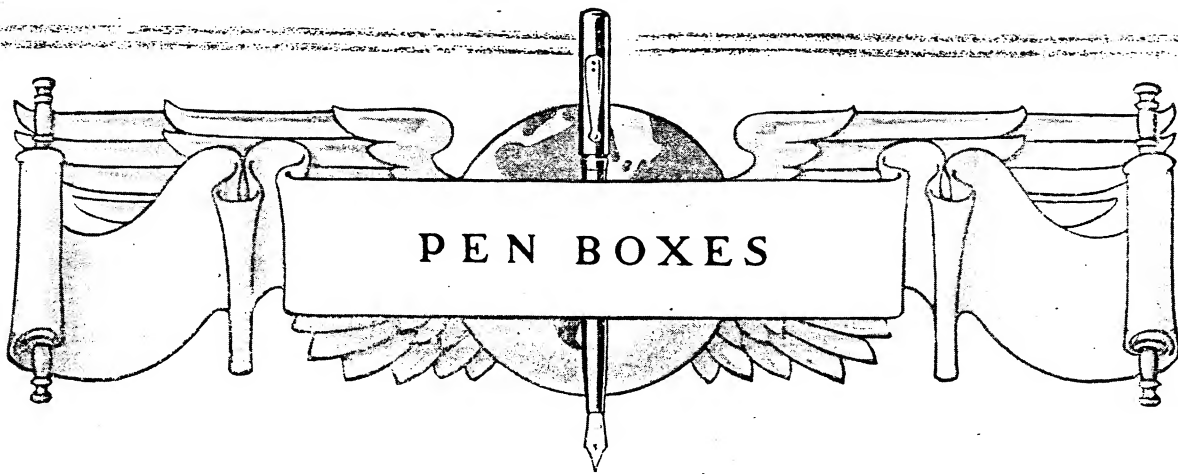
We illustrate below a variety of monograms and letterings pleasing to the most discriminating taste.

M 101, M 202, A.T.F. M 12, S.H.C. L 50, W.F.F. M 100, M 201  
 M 38, M 206, M 204, M 36, M 203, M 35, M 39  
 M 155, M 1, M 2, M 31  
 L.H.M. L 32, M 37, M 200, G.B.S. M 151  
 M 33, M 32, M 152, M 150, M 30, M 207  
 M 205, M 10, M 34, E.B.C. L 51  
 JULIUS A. COERDELER L 10, Mr. KENNETH M. SHERRY L 30, MR. JOHN P. ARCHER L 31, M 207  
 Mr. Charlton Merrifield L 20, Mrs. Arthur E. Ormond L 37, Mr. George A. Chamberlin L 35  
 STYLE L 1, STYLE L 10, E.B.C. L 51, STYLE M 1, STYLE M 2, STYLE M 37

For prices see opposite page.

In ordering engraving it is urged that special care be used to write initials and name distinctly, as alterations can rarely be made.

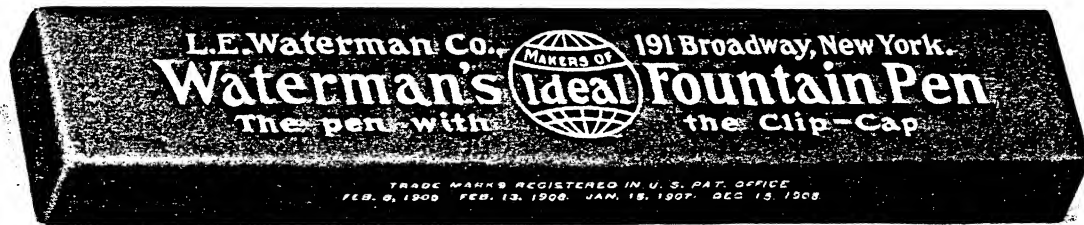




**T**HE standard blue box, illustrated below, has practically become a trade mark associated with Waterman's Ideal Fountain Pens.

These blue boxes are furnished to the trade separate from the pens and as our dealers may require them. Each box contains an instruction sheet for the care of the pen which salespeople should invariably call to the attention of the customer with an urgent request that it be read carefully. Boxes for Regular, Safety and Pocket Type pens are also equipped with ink filler.

Each box is contained in a wrapper on which is indicated the type of pen for which it is designed.



#### WATERMAN'S IDEAL FOUNTAIN PEN BOX

For mounted pens retailing for less than \$15.00 we furnish a better grade blue box, substantially constructed, and of suitable size for the pens they are designed to contain. The cover of each box is convex or "dome" shaped and bears a die stamped imprint of our trade mark.

For pens retailing from \$15.00 to \$50.00 we furnish cases of handsome design, covered with very dark green imitation leather and lined with emerald green satin and high grade velvet of the same color.

For pens retailing at \$50.00 or over we furnish an unusually handsome box covered with genuine leather and lined with satin and velvet well in keeping with the Waterman's Ideal it is designed to contain.

Dealers are cautioned to use these special cases only in connection with Waterman's Ideals and those retailing at the price indicated above and on the container of the box.

## LABELS AND BOXES

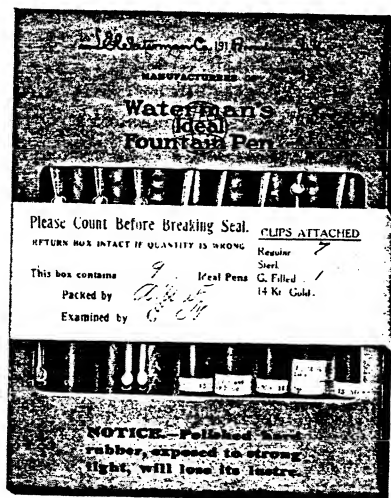
### LABELS

**T**HE L. E. Waterman Company's business policy embraces more than the manufacture of the best fountain pen it is possible to make—it also includes a fixed purpose and a constant effort to render every practicable assistance to dealers in handling and selling Waterman's Ideals.

In order to insure your customers getting exactly the pen that they want and for the purpose of easy identification, checking, etc., each pen, before shipment, is labeled with a printed band showing character of point of gold pen, type of holder and style of mounting and list price to aid in checking trade discount. Occasionally, while in the dealer's show case, these bands become detached or soiled from the handling incident to fountain pen sales. To meet this problem and enable dealers to keep their stock of Waterman's Ideals in fresh and attractive condition, we have prepared and are ready to supply without cost, new Labels for replacing those soiled or destroyed.

These descriptive Labels are put up in waxed envelopes. The different labels are classified and printed on separate sheets each bearing an identification letter, the labels being gummed and cut ready for instant and convenient use. With each set of labels is included a chart or classified index to enable dealers to order new labels from time to time to replace those used.

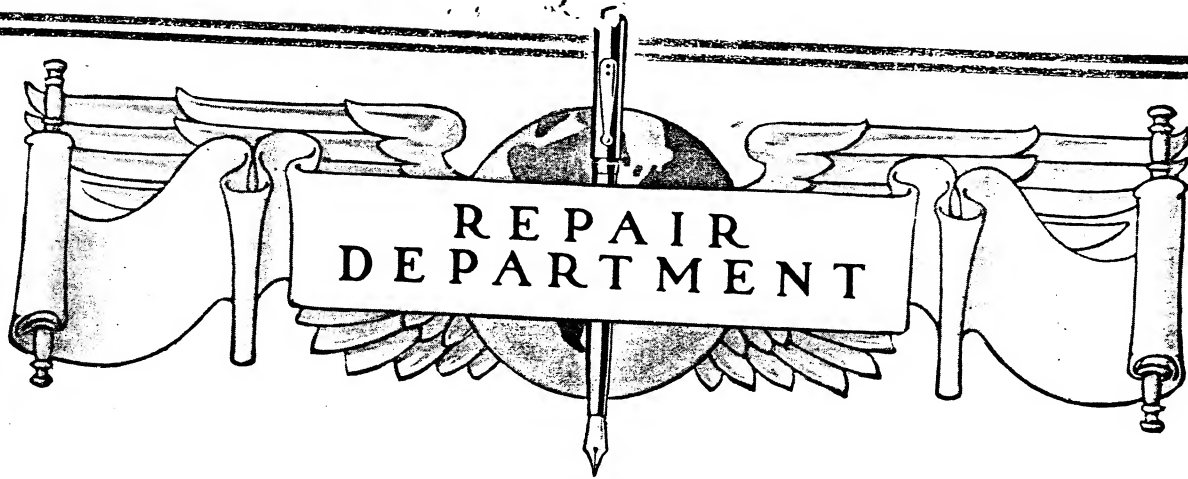
### BOXES FOR SHIPPING



To reduce errors in shipment to an absolute minimum, a triple system of checking is employed in filling all orders. Pens are then packed in the especially made cartons, as illustrated, which are so designed as to enable the most inexperienced clerk to check an invoice of Waterman's Ideals with accuracy.

The Boxes are made in three sizes to contain six, nine or twelve pens. Each has two openings in the cover through which the quantity of pens and clip-caps may be checked. To prevent pilfering while in transit each box is carefully sealed with a band bearing a list of the contents.

In case of a discrepancy between the invoice and the contents of a carton, dealers are urged to return the carton to us at our expense—with seal unbroken.



Waterman's Ideals are recognized throughout the entire world as the standard of Fountain Pen perfection. No one may be expected to have as great interest in maintaining this reputation as ourselves.

Each and every one of the parts employed in the construction of our pens is carefully tested in its respective department and undergoes a final and thorough inspection in the complete pen before being shipped. Each part is guaranteed perfect when sold.

Our Repair Department is maintained for the convenience and benefit of our customers, but can render efficient service only with their full co-operation.

As Waterman's Ideals are sold with a positive guarantee it is important that dealers send to us all pens in need of repair or adjustment, otherwise complete assurance of satisfaction cannot be given to the customer.

Only highly skilled workmen are employed in our Repair Department as it is frequently far more difficult to make a repair than a new pen.

To insure the prompt service usually expected by Waterman's Ideal users, it is imperative that dealers should realize the absolute necessity of following our Directions for Repairs (see page 61) to the letter.

#### Do You Know—

- That many millions of Waterman's Ideals are in daily use?
- That when the pen you want repaired, or exchanged, reaches our Repair Department it becomes one among a thousand or more already on hand, and unless properly marked is like the proverbial "needle in a haystack?"
- That nearly 200 pens are received from various parts of the world each day unaccompanied by adequate instructions for repairs or exchange?
- That in every mail we receive dozens of pens that do not bear either the sender's name or address?
- That ninety percent of the delays in making exchanges or repairs are due to the failure of the dealer in not following directions in sending in pens for our attention?
- That it is usually not necessary to write a letter of instructions?
- That we furnish Repair Envelopes bearing printed directions for exchanges or repairs that need only to be "checked off?"
- That every package sent by mail should be Insured or Registered?

## DIRECTIONS for REPAIRS

1. Read Directions carefully and follow explicitly.
2. Empty the ink.
3. Send entire holder for all repairs or adjustments.
4. Place pen in Repair Envelope, check repairs you want made and carefully fill in name and address.
5. If no Repair Envelopes are at hand write explicitly what repairs are wanted and *enclose with pen under first class postage.*
6. If a letter is written and mailed separately give exact information as to date pen was mailed, name of owner, and style and size of pen. Your pen may arrive several days later with a great many other pens, all exactly alike.
7. Communications about repairs or exchanges should always be signed with firm name.

### Price List of Separate Parts for All Types

*Note—For illustration of various parts see pages 10 and 13.*

NUMBER ON END OF HOLDER	GOLD PENS		NEW PARTS					
	PRICE ON NEW	ALLOWANCE ON OLD	FEED BAR	POINT SECTION	BARREL	CAP WITH-OUT CLIP	PRESSURE BARS	BOX AND LEVER
2 12½-12½-52½-72½	\$1.25	\$0.20	\$0.75	\$0.75	\$0.75	\$0.25	\$0.30	\$0.30
2-22-12-42-52-62-72	1.25	.20	.75	.75	.75	.25	.30	.30
13	1.50	.30	.75	.75	.75	.25	.30	.30
4-24-14-44-54-64-74	1.75	.40	.75	.75	1.00	.25	.30	.30
15-45-55-65-75	2.25	.50	.75	.75	1.25	.30	.30	.30
16-46-56-66-76	2.75	.60	.75	.75	1.50	.40	.30	.30
17	3.25	.70	.75	1.00	2.00	.50	.30	.30
18-48-58-68-78	3.75	.80	1.00	1.00	2.00	.50	.30	.30
20	4.75	1.00	1.25	1.25	2.25	.75	.30	.30

Ink Tubes for Self-Filling Types, all sizes ..... \$0.15 each  
 Interior Spirals for Safety Type, sizes Nos. 42 to 46, inclusive, 75c each. No. 48. 1.00 "  
 Plunger Complete for Pump Type, sizes 82 to 86, \$1.25; size 88. 1.50 "  
 Gold Pens repointed or straightened ..... .50 "

#### Clip-on-Cap adds to cost of Cap or Complete Pen

Regular 25c, Sterling Silver 50c, Rolled Gold \$1.00, Solid Gold \$2.00 (See page 54)

Numbers are stamped on the end of every holder.

The prices of gold pens, feed bars and point sections apply also to these parts of all mounted styles; the gold and silver mounted barrels and caps cost additional, according to the style of mounting.

Gold pens when straightened are usually softer and seldom have the original good qualities of new pens. We do not guarantee pens that have been straightened or repointed. No. 2 Gold Pens are, because of their smaller size, seldom worth repointing.

## ACCESSORIES

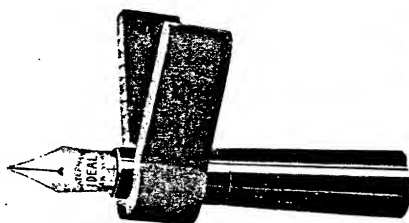
**T**HE care of a fountain pen, although imperative, quickly becomes an agreeable duty. The simplicity of Waterman's Ideal Fountain Pen reduces to a minimum the need of appliances for its care.

The dealer should urge the importance of proper care and recommend the purchase of a set of the simple appliances for refilling and cleansing.

The quality of the materials used in the manufacture of these accessories is on a par with the well-known Waterman's Ideal standard of excellence.

Their use will add materially to the efficiency, increase the satisfaction and prolong the life and service of the pen purchased.

### IDEAL JOINT OPENERS AND CLEANERS FOR REGULAR AND POCKET TYPE PENS



Opener on Point Section

Price, \$1.20 per dozen. One dozen on card



Opener (side view)



Cleaner

Price, \$1.80 per dozen. One dozen on card



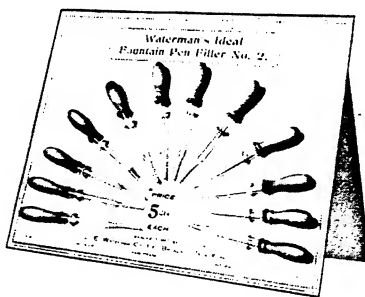
Cleaner in use

Every fountain pen should occasionally be given a thorough cleansing and the channels of the Feed freed from minute particles that have a tendency to accumulate and retard the flow of ink.

In the Regular and Pocket type pens, if the joint has become over tight through disuse or because of a slight gumming of ink on the threads, the Joint Opener should always be used to avoid danger of breaking or displacing the pen.

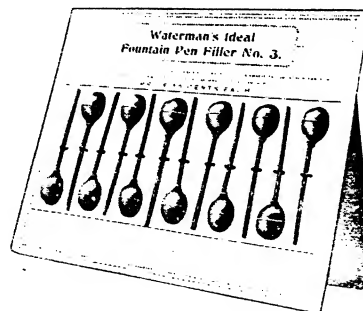
After removal adjust the Cleaner over the end of the Point Section, as illustrated, and force water through the Feed channels until thoroughly Clean. (This does not apply to Safety or Self-Filling Types, see page 74.)

Joint Openers and Pen Cleaners, made of high grade rubber, are attractively carded on display easels of one dozen each and should be included in sales to users of Regular and Pocket Type pens.



No. 2 Style—Glass Tube with Rubber Bulb.  
Price, 60c. per dozen, carded.

### INK FILLERS For Regular Safety and Pocket Type Fountain Pens



No. 3 Style—Rubber Tube and Bulb.  
Price, \$1.80 per dozen, carded.

Style No. 3 made with a long hard rubber tube is especially recommended. The bulb holds sufficient ink to fill the average pen in one operation. The long tube reaches to bottom of holder avoiding the formation of air bubbles.





### WHY GOOD INK IS IMPORTANT

Discriminating users of writing fluid realize the importance of good Ink and always desire the best.

Obviously the operation of a fountain pen makes unwise the use of a fluid not free from the coagulating properties of cheap and unscientifically made Ink.

For over a decade Waterman's Ideal Ink has maintained a standard of excellence that proclaims it to be the best Ink made and fully justifies the constantly growing demand for it.

Fountain pen satisfaction is inseparable from ink satisfaction. To insure this result we unhesitatingly recommend Waterman's Ideal Ink as the best Ink that years of experience coupled with conscientious effort and the use of only high grade ingredients can produce.

Dealers selling Waterman's Ideal Fountain Pens should caution their customers against the unnecessary use of cheap Inks containing sediment that quickly gums or clogs the channels of the Feed, or that is watery or weak in color.

Waterman's Ideal Combined Writing and Copying Ink is a rare product possessing as it does every element necessary in a superfine Copying Ink, yet, with an occasional cleansing of the point section, may be used in a fountain pen with absolute satisfaction.

We have a motive for manufacturing the best Ink it is possible to make—Waterman's Ideal Ink used in a Waterman's Ideal Fountain Pen helps to make possible our guarantee of absolute satisfaction.

It is desired to call attention to the unusual convenience of the type of bottles designed for Desk and Traveling use. A "Traveler's Filler" in either a wood or nickel container makes it unnecessary for the owner of a Waterman's Ideal to lower the standard of the pen's service by using the unsatisfactory Ink found in the open ink-wells of hotels, post offices, etc.

Our patented "pour out," with which the larger sizes are fitted, marks a distinct achievement, permitting the Ink to be poured from the bottles in a regulated stream, free from the sudden stoppage or rush that so often floods everything in the vicinity of the ink-well being filled.

An important feature of Waterman's Ideal Ink, of especial interest to dealers, is the neat, attractive and convenient manner in which the bottles are boxed (as illustrated on page 66).

#### WATERMAN'S IDEAL INK IS :

- A perfect chemical compound—
- Scientifically made—
- Practical for all Ink purposes—
- Free from sediment—
- Non-corrosive—
- Uniform in flow and consistency—
- Permanent in record properties—
- Made in four colors—

Packed in convenient and practical bottles.

For Display Cartons, Boxing, Weights and Shipping instructions, see page 66.

## WATERMAN'S IDEAL INK

For Fountain Pen and Commercial Use

**I**N addition to its superfine qualities Waterman's Ideal Ink is sold in containers that offer a maximum of convenience to the user.

Illustrations show various styles of containers especially designed for desk and traveling use. Please order by number.



**TRAVELERS' FILLER**  
Nickel Container

- No. 110—Blue Black.....\$ .60 ea.
- " 210—Green..... .60 "
- " 310—Violet..... .60 "
- " 710—Jet Black..... .60 "



**TRAVELERS' FILLER**  
Wood Container

- No. 109—Blue Black.....\$ .35 ea.
- " 209—Green..... .35 "
- " 309—Violet..... .35 "
- " 709—Jet Black..... .35 "



**DESK FILLER**

- No. 105—Blue Black.....\$ .30 ea.
- " 205—Green..... .30 "
- " 305—Violet..... .30 "
- " 505—Red..... .40 "
- " 705—Jet Black..... .30 "



**DESK STYLE for SELF-FILLERS**

- No. 103—Blue Black.....\$ .20 ea.
- " 203—Green..... .20 "
- " 303—Violet..... .20 "
- " 503—Red..... .25 "
- " 703—Jet Black..... .20 "



**TRAVELERS' FILLER**  
Nickel Container

- No. 115—Blue Black.....\$ .50 ea.
- " 215—Green..... .50 "
- " 315—Violet..... .50 "
- " 715—Jet Black..... .50 "



**TRAVELERS' FILLER**  
Wood Container

- No. 114—Blue Black.....\$ .25 ea.
- " 214—Green..... .25 "
- " 314—Violet..... .25 "
- " 714—Jet Black..... .25 "

For Display Cartons, Boxing, Weights and Shipping instructions see page 66.

# WATERMAN'S IDEAL INK

For Fountain Pen and Commercial Use

Waterman's Ideal Ink is made in Blue Black, Red, Green, Violet and Combined Writing and Copying. Any of these colors may be had in any of the various styles and sizes of containers illustrated.



1/2 Gallon

No. 164—Blue Black.....	\$2.25 ea.
" 264—Green.....	2.25 "
" 364—Violet.....	2.25 "
" 464—Combined Writing and Copying	2.25 "
" 564—Red.....	3.25 "
" 764—Jet Black.....	2.25 "



1/4 Pint

No. 108—Blue Black.....	\$ .45 ea.
" 208—Green.....	.45 "
" 308—Violet.....	.45 "
" 408—Combined Writing and Copying	.45 "
" 508—Red.....	.70 "
" 708—Jet Black.....	.45 "



1 Pint

No. 116—Blue Black.....	\$ .75 ea.
" 216—Green.....	.75 "
" 316—Violet.....	.75 "
" 416—Combined Writing and Copying	.75 "
" 516—Red.....	1.10 "
" 716—Jet Black.....	.75 "

1 Gallon

No. 128—Blue Black.....	\$4.00 ea.
" 228—Green.....	4.00 "
" 328—Violet.....	4.00 "
" 428—Combined Writing and Copying	4.00 "
" 528—Red.....	5.00 "
" 702—Jet Black.....	4.00 "

1 Quart

No. 132—Blue Black.....	\$1.25 ea.
" 232—Green.....	1.25 "
" 332—Violet.....	1.25 "
" 432—Combined Writing and Copying	1.25 "
" 532—Red.....	1.75 "
" 732—Jet Black.....	1.25 "



2 Oz.

No. 102—Blue Black.....	\$ .15 ea.
" 202—Green.....	.15 "
" 302—Violet.....	.15 "
" 502—Red.....	.20 "
" 702—Jet Black.....	.15 "



4 Oz.

No. 104—Blue Black.....	\$ .20 ea.
" 204—Green.....	.20 "
" 304—Violet.....	.20 "
" 504—Red.....	.30 "
" 704—Jet Black.....	.20 "



6 Oz.

No. 106—Blue Black.....	\$ .30 ea.
" 206—Green.....	.30 "
" 306—Violet.....	.30 "
" 506—Red.....	.50 "
" 706—Jet Black.....	.30 "

For Display Boxes, Cartons, Weights and Shipping instructions see Page 66.

## WATERMAN'S IDEAL INK

For Fountain Pen and Commercial Use

**T**HE standard of quality maintained in the manufacture of Waterman's Ideal Ink is admirably supplemented by the features of safety and practicability obtained in our styles of bottling and packing.

In designing the various styles and sizes of bottles in which Waterman's Ideal Ink is sold, the convenience of both the user and the dealer is kept constantly in mind.

For fountain pen use, the Desk Filler, Travelers' Filler, and bottle for Self-Filling Pens are specially popular styles, while the neat, attractive method of boxing enables a dealer to carry and display his stock of Waterman's Ideal Ink to advantage.

All other types and sizes of bottles are packed either in cardboard or cellular containers that reduce to a minimum the danger of breakage and keep the contents fresh, and the stock attractive and free from shopworn appearance.

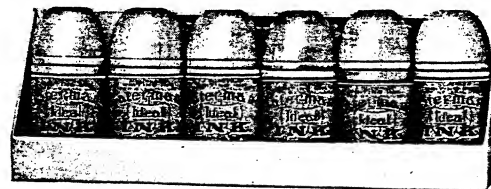


Style of Boxing  
2—4—6 ounce sizes  
(See page 65)

Illustrating  
shelf, show case or  
counter display  
boxes



114 to 714 Travelers' Filler  
Wood Containers— $\frac{1}{2}$  doz. to carton  
(See page 64)



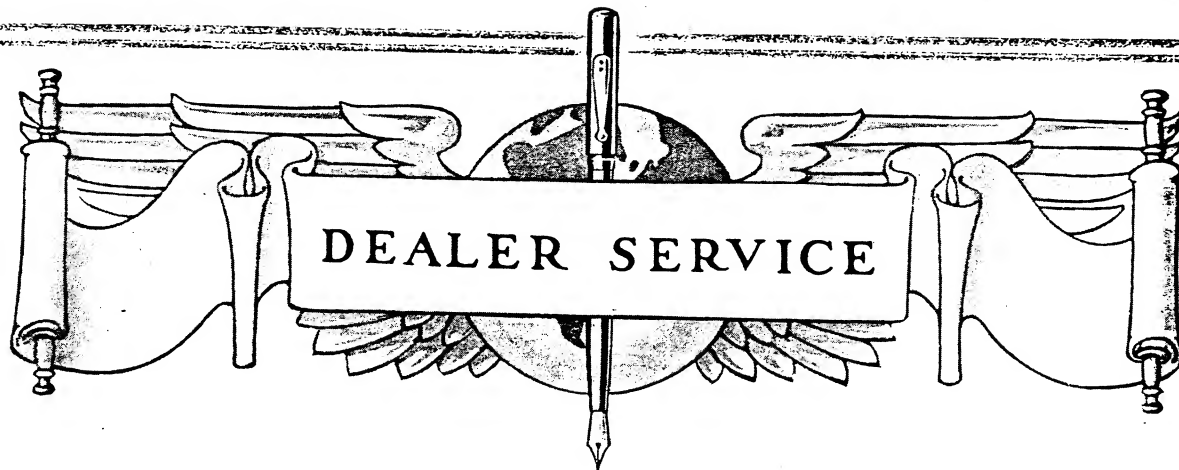
109 to 709 Travelers' Filler  
Wood Container— $\frac{1}{2}$  doz. to carton  
(See page 64)

## SHIPPING WEIGHTS

Nos.	Packed	Weight
102 to 702	3 dozen	16 lbs.
103 " 703	3 "	17 "
104 " 704	3 "	28 "
105 " 705	3 "	30 "
106 " 706	1 "	13 "
108 " 708	1 "	17 "
109 " 709	3 "	16 "

Nos.	Packed	Weight
110 to 710	1 dozen	7 lbs.
114 " 714	3 "	14 "
115 " 715	1 "	7 "
116 " 716	1 "	30 "
132 " 732	1 "	53 "
164 " 764 Individual Bottles		9 "
128 " 728	" "	16 "

**SHIPPING INSTRUCTIONS.**—Enclosure directions are carefully followed when ink is to be shipped through jobbers in our branch cities. All orders are shipped promptly during the favorable season, extending generally from April 1st to November 1st. Send us definite routing instructions to save delays in transportation. Orders for assorted sizes are subject to quantity discounts.



## LEADERSHIP

Waterman's Ideal is the recognized Fountain Pen standard of the World. Recognition of its supreme quality is universal.

Waterman's Ideal has stood the test of Time and Service for over a third of a century.

"Waterman's Ideal" and "Fountain Pen" have become interchangeable terms.

Waterman's Ideal is the widest advertised fountain pen on the market. World-wide and constant publicity in connection with an article so well known adds much to its Selling Advantage.

Basically correct in the beginning, the scientific principle involved in Waterman's Ideals has never been changed. A highly efficient engineering department is constantly employed refining the parts and designing the improved types and styles that have always been a distinctive feature of Waterman's Ideals, keeping them well in the forefront of popular favor and marking the milestones of progress in the fountain pen industry.

Every integral part of a Waterman's Ideal is made of the best material for the purpose that it is possible to obtain.

A summary of the reasons for the supremacy of Waterman's Ideal in the fountain pen world may be expressed in one word—QUALITY.

Quality of Principle	Quality of Mounting
Quality of Materials	Quality of Design
Quality of Construction	Quality of Safety
Quality of Type	Quality of Service

An analyzation of the features that combine to make Waterman's Ideals the universal standard of fountain pen perfection includes first and foremost the Spoon Feed (see page 11). The Feed is to the Fountain Pen what the Carbureter is to the Automobile. The Improved Spoon Feed, a scientific development and a Waterman patent, insures a steady, even and uniform flow to the last drop of ink in the barrel of the pen.



## WHY A WATERMAN'S IDEAL IS ALWAYS DEPENDABLE

QUALITY is again conspicuous in Waterman's Gold Pens (see pages 52 and 53): the long heel gives strength and firmness to their position in the point section, and the higher tempered 14 karat gold and hard iridium pointed nibs warrant a long life of satisfactory writing service.

Merchants may sell Waterman's Ideals with the full knowledge that

- they have a uniform established value insuring a fair margin of profit.
- they are the most widely advertised fountain pens on the market.
- more of them are in daily use than any other make.
- each pen is warranted perfect in workmanship and construction and guaranteed to give complete satisfaction.
- the customer gets the very best fountain pen it is possible to make.
- every dollar invested by the purchaser is represented by actual value received.

The business policy, facilities and entire organization of the largest fountain pen company in the world are back of every pen sold. We are interested in every Waterman's Ideal wherever it goes and as long as it lasts. Our guarantee and service is behind every Waterman's Ideal.

Waterman's Ideals are made in five hundred and forty different styles and sizes including a style and holder appropriate for any profession or walk in life. Each and every pen is built to the same high standard of Quality.

Waterman's Ideals as a line appeal to practically the entire public. It is constantly found by retailers to be worth while to have one or more clerks especially well pen posted with such information and claims as are made for the line of Waterman's Ideals on this, and other pages of this reference book.

Retailers or their delegated clerks, are especially requested whenever possible, to arrange with us for a visit to any of our factories and operating departments where the interesting processes of manufacture can be seen and studied, and where our methods of co-operating with retailers are to be observed and explained in detail.

## ADVANTAGES OF SELLING WATERMAN'S IDEALS

**I**T has always been a fundamental principle of L. E. Waterman Company's business policy to extend every co-operative facility possible to dealers handling and selling Waterman's Ideals.

As a part of this policy, and as a result of long study of the problems involved in the sale of fountain pens, we have compiled and respectfully submit the following summarized suggestions for guidance in considering and analyzing the elements involved in the creation and maintenance of a department devoted to marketing Waterman's Ideals.

Thousands of Dealers throughout the World, who began with a small stock, have, as a result of a careful study and a well-thought-out plan, installed a Fountain Pen Department so located and systemized as to multiply their annual sales many times.

Be assured that you are handling the best fountain pen made: one that can be recommended and sold to your customers without reservation.

The line of Waterman's Ideals is complete and should be handled exclusively to avoid danger of confusing the customer, and to increase the sales efficiency of the clerks selling them.

A Waterman's Ideal department enables dealers to supply the need of every customer with a minimum investment in stock on hand.

The merit of Waterman's Ideals is so well known, their appeal so universal, and their commanding position in the market so thoroughly established as to offer a distinct sales advantage to dealers handling them.

In proportion to the space necessary for their proper display, Waterman's Ideals offer as fair profit as any other article of merchandise. The most successful dealers add materially to their sales and profit, by creating a Fountain Pen Department devoted exclusively to Waterman's Ideals, prominently located and with adequate facilities for their advantageous display and sale.

Care should be taken in the adoption of the system for this department so that the purchase of a Waterman's Ideal may be accomplished with a minimum of effort on the part of the customer—to this end the Pen Department should be located in a place of such prominence as to readily catch the attention of the public. One or more clerks thoroughly familiar with our pens should be placed in charge of the department and held responsible for it.

Sales people in charge of this department should be impressed with its importance and instructed in the proper care and display of the stock together with the necessity of observing the rules for successful Fountain Pen Salesmanship as outlined on page 73.

## ADVERTISING

**W**ATERMAN'S IDEALS have been widely and steadily advertised for more than a third of a century. This effort backed by superior merit has largely caused the development of the crude writing tools of the past into the fountain pen of today.

The advertising of Waterman's Ideals has increased annually with the growth of our business. New fields, in remote parts of the world, a forgetful public, and new generations make necessary the continuity of our advertising, telling of the merits, new developments and variations of usage of Waterman's Ideal Fountain Pen. Millions of writers, by this means, are also constantly reminded of the name of the pen that they are using, and which is giving them such constant and satisfactory service.

Nearly every known medium of advertising, practical for pen publicity, is in constant and consistent use, keeping continually before the public the convenience, advantages and superior features of Waterman's Ideals.

### TRADE HELPS SUPPLIED FREE TO DEALERS

In order that dealers handling our pens may link up with our efforts and take profitable advantage of this tremendous publicity, we have carefully and scientifically prepared plans for local campaigns embracing forceful posters, folders, blotters, car cards and lantern slides with the dealer's name imprinted, also show-case and window cards, together with a wide range of electrotypes for use in the columns of local papers and house publications.

The advertising matter furnished dealers handling Waterman's Ideals duplicates, or is largely suggestive, of the copy used by us in our national publicity campaign and designed to instantly recall to the customer's mind the other advertisements he has recently read.

Electrotypes and all other advertising matter for local use are *free* to dealers handling Waterman's Ideals. Every dealer should have one or more of our Waterman's Ideal Signs conspicuously displayed as a constant reminder of where Waterman's Ideals may be bought. Why not take advantage of our efforts to assist you to increase your sales by planning a systematic local campaign? Set aside one week in each month as Pen Week, and during this period devote a liberal portion of your newspaper and window space to Fountain Pen display, supplemented by a distribution of our folders and leaflets bearing your own imprint.

Every merchant handling Waterman's Ideal Fountain Pens earns the profits that are derived from this publicity, in exact proportion to the extent he takes advantage of our efforts and the demand created. Every customer thus secured also becomes a prospective purchaser of other merchandise as well. The result will both surprise and repay you in increased business.

Let us know the size of newspaper and window space you desire to use and we will be glad to supply the material needed to secure the best results.

## ADVANTAGES OF A COMPLETE STOCK

**T**HE successful merchants of today are those who are quick to recognize and meet the changing discriminations imposed by the public in buying.

The constantly increasing demands of the buying public make lax or obsolete merchandising methods fatal, and an incomplete or poorly displayed stock unwise.

No one condition standard in modern merchandising is as conspicuous as the preference for goods attractively displayed and offered in a complete range of styles and prices from which your customers may choose.

The purchasing public is becoming more and more particular and quickly learns where to go to find what is wanted and to buy advantageously what it desires and under the most agreeable conditions.

The space required for a proper display of a complete assortment of Waterman's Ideals is small, and the margin of profit and the volume of business possible well justifies a thoroughly organized Fountain Pen Department.

Waterman's Ideal Fountain Pens are made to fit every hand, with a point to suit every style of handwriting. For over a third of a century the public has recognized their supremacy. The very name has become a synonym for Fountain Pen. The first impulse of a customer desiring to purchase a fountain pen is to ask for a Waterman's Ideal. The demand, therefore, already exists to a large extent and it remains for the dealer to meet it by carrying a carefully assorted stock sufficiently large to provide the customer with the style and price of pen wanted. While it is not practicable for a dealer to carry every pen listed in our catalogue, a general stock should be kept on hand at all times and special care should be exercised to immediately replace the pens sold. The demand for a style not in stock will often cause the loss of a sale, and a customer as well.

The terms and conditions afforded by our selling plan, our salesmen's service and our service stores make it possible for dealers, no matter how large or how small, to carry a stock sufficiently complete to meet every requirement of his customers.

## SYSTEM IN YOUR PEN DEPARTMENT

**A** PROPERLY systemized and well located Pen Case or Department will speed up your "turn over" and will increase the profits from fountain pen sales so materially that we cannot urge its importance too strongly upon dealers handling Waterman's Ideals.

Without specific information of the individual problems involved, in connection with the installation of such a department, it is necessary that the suggestions made here should be somewhat general in character.

A careful study should be made of this department and a system installed that will enable the customer to be served promptly and with every certainty of getting the pen desired.

Display stock should be so classified and placed as to enable the clerk to instantly produce the exact style and price of pen wanted.

### GENERAL RULES

Keep pens in trays and classified according to type.

Each pen should be kept properly labeled (see page 59).

Display pens should be kept filled with ink ready for instant use.

Vent holes in Caps of the Regular Type should be kept filled with wax furnished by us for the purpose, until a sale is made. In all other types the vent holes are left open at all times.

Replace each pen sold at once, upon completion of sale, with a duplicate from reserve stock.

Maintain an accurate record of stock, classified in accordance with price of pen, type, and pen points.

Also keep a careful record of all sales, together with the name and address of purchaser when possible, and check frequently with stock record.

Order new pens promptly to replace those sold. It is important that a full assortment be maintained at all times.

Neat pads of scratch paper on which the customer may test the points of the pens should be kept convenient for immediate use.

Insist that the customer continue to test the Gold Pens until one having exactly the right "action" is found.

Keep constantly on hand a liberal supply of new price labels and other supplies furnished by us for the proper care of the Pen stock.

Labels soiled from handling should be replaced at once.

Show-case cards and advertising literature, supplied by us, should be kept prominently and attractively displayed at all times.

More complete and detailed instructions for the guidance of sales people in charge of the Pen Case are contained in our booklet entitled "Hints to Dealers," one or more copies of which should be kept in every Pen Department at all times. Clerks handling Waterman's Ideals should thoroughly familiarize themselves with the contents of this book—as well as this catalogue.



## RETAIL SELLING

**C**LERKS waiting upon customers at the Fountain Pen Department should be careful not to underestimate the importance of being thoroughly familiar with the wide range of sizes, types and styles of mountings in which Waterman's Ideals are made as well as the many different degrees of Gold Pens from which a customer may choose.

A customer may be expected to know what price pen is wanted and quickly decide upon a style of mounting, but seldom is he familiar with the different features of the various types, Pocket, Regular, Safety, or Self-Filling—hence it is imperative that the clerk instantly ascertain the use to which the pen is to be put and show the type best suited for that purpose, explaining the principle of its operation clearly and fully.

Let your own knowledge of and confidence in the pen you are selling make the purchaser a loyal customer and enthusiastic recruit to the vast and rapidly increasing army of millions already using Waterman's Ideals.

Make it easy for the customer to buy by knowing your stock so as to be able to instantly find the exact pen wanted.

Do not substitute. A Waterman's Ideal will give years of daily service and every care should be used in the beginning to insure the selection of the exact kind of pen wanted—if it is not in stock we will if necessary send an assortment on memorandum charge from which the selection may be made.

Explain and demonstrate the superior quality of rubber used, the strength of clip, construction of pen, etc. (see pages 10 and 11).

Give positive assurance of absolute satisfaction.

Explain thoroughly and carefully the principle and operation of the pen selected, together with full directions for its proper care.

Urge the advantages to be obtained from the use of Waterman's Ideal Ink. Each sale of a fountain pen should include the sale of a bottle of Waterman's Ideal Ink as well.

## THE CARE OF A PEN

**D**EALERS and their sales people should realize the fact that the service rendered by Waterman's Ideals is materially augmented when the pen is given proper care.

The simplicity of Waterman's Ideals reduces the chance of their getting out of order to a minimum. The care necessary for their continued satisfactory service is far less than that of a watch, but the very nature of their construction and operation makes it important that the rules given below, and included in the instruction sheet enclosed in every pen box, be observed.

No sale of a Waterman's Ideal is complete until the purchaser is impressed with the foregoing and given thorough instruction for the care of the pen purchased.

When filling a Self-Filling Type Pen the gold pen should be completely immersed and left in the ink for a second or two after the lever is snapped into place to complete filling operation.

Never attempt to remove or regulate the Gold Pen or Feed, as they are scientifically adjusted by skilled workmen. If the action or flow of ink is not exactly as desired, send the pen to us with instructions as to the changes wanted. They will be made without charge.

**VENT HOLES:**—Vent holes are made in the Cap of every Waterman's Ideal. While in stock or when used as a desk pen the vent holes in the Regular Type should always be kept sealed with wax supplied for the purpose, thus preventing the evaporation of the Ink.

When the pen is carried in the pocket it should be kept upright (unless it is a Safety Type, which may be carried in any position) and the vent holes kept open to permit the evaporation of moisture developed by the heat of the body.

**CLEANSING:**—The Point Section, Gold Pen and channels of the Spoon Feed should occasionally be given a thorough cleansing to remove the particles of dust, etc., that gather and prevent a free flow of the ink. Cold water with a few drops of ammonia should always be used for this purpose; hot water never, as it destroys the polish of the rubber. After cleaning, the threads on the point section of Regular and Pocket Types should be wiped dry before being screwed back into barrel. For detailed directions for cleansing Regular and Pocket Types see page 62.

To cleanse Self-Filling Type place the point in cold water and operate the lever, forcing the water in and out through the feed until clean.

The Safety Type should be cleaned by removing ink, the barrel then being allowed to stand overnight in half a glass of cold water.

If the inside of the Cap becomes soiled, clean it with a match covered with tissue paper or thin cloth.

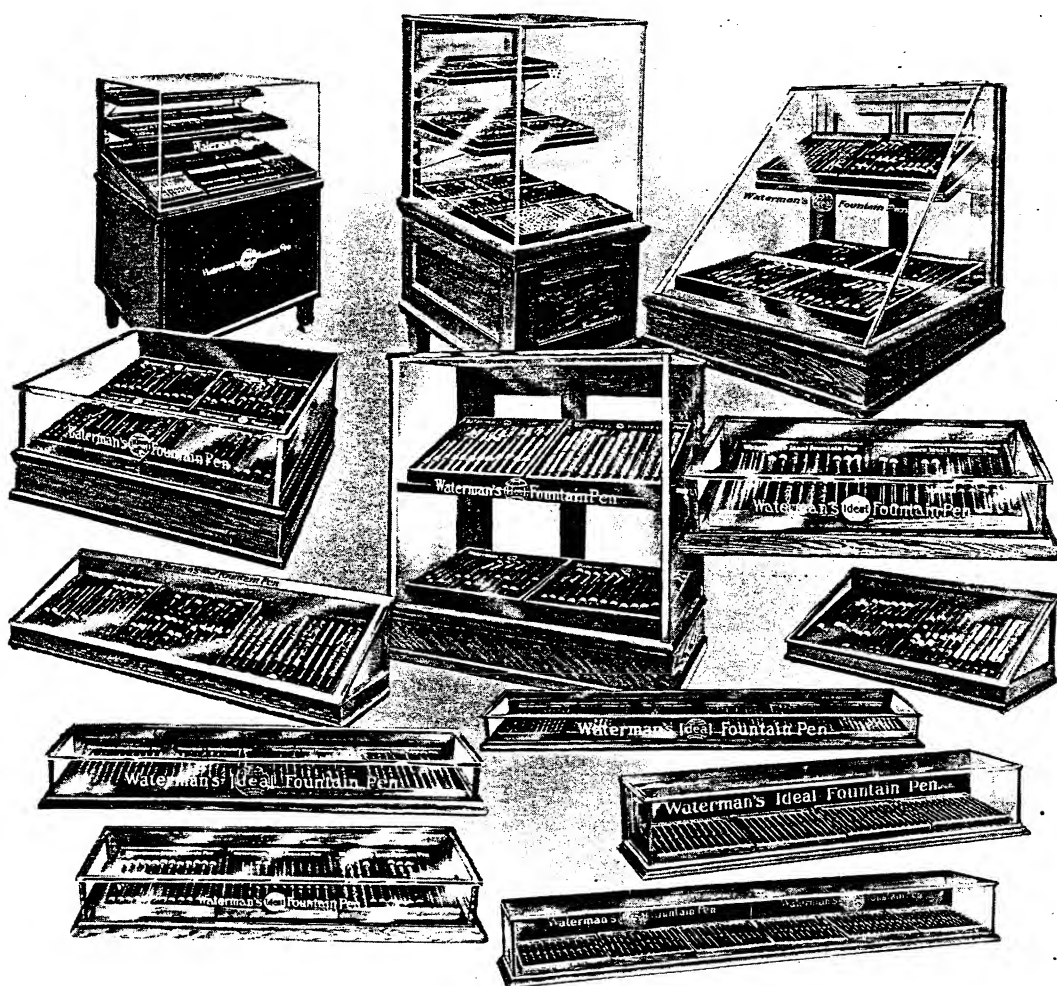
The construction of Waterman's Ideals makes their care a simple process, but the importance of an occasional thorough cleansing should not be underestimated, or neglected.

## SHOW CASES

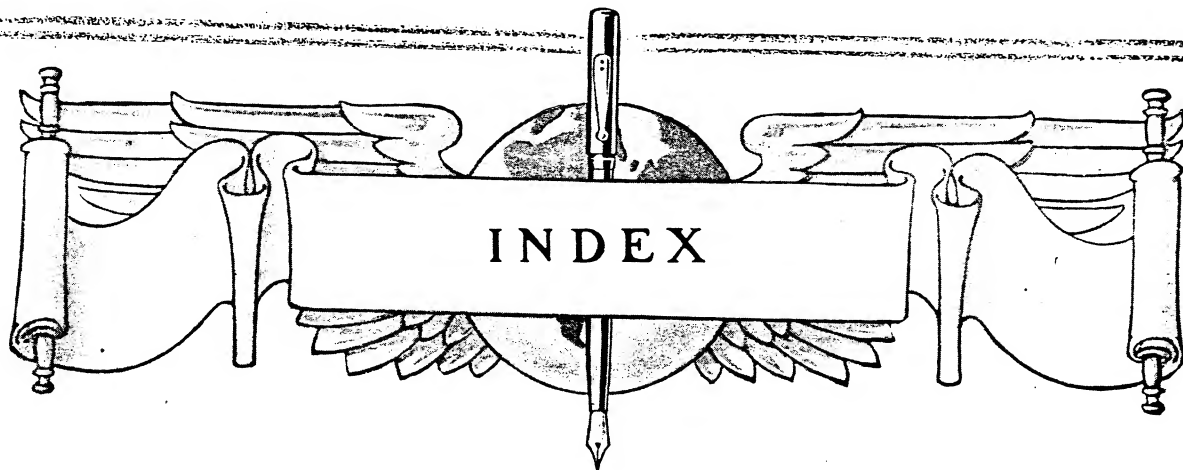
**A** PROMINENT feature of our service to dealers is our plan of selling show cases at cost, with installation assortments. These show cases are especially suitable for adequate and advantageous display of Waterman's Ideals. As these show cases are made up for us in large quantities and as we do not add a profit we are able to quote attractive prices. Prices on application.

Our aim is to co-operate in making a display that will instantly engage the favorable attention of your customers, while the stock is separately maintained in a manner providing a maximum of convenience and security.

The size of the show case needed is dependent upon the quantity of Waterman's Ideals regularly carried in stock—i. e., 2, 4, 6, 12 or 24 dozen, etc.



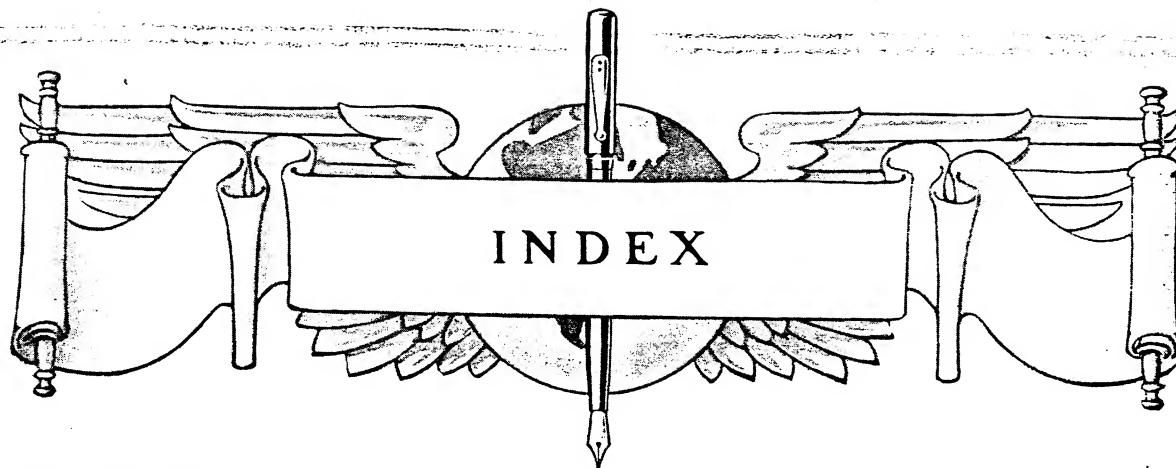
Our show cases are of superior workmanship and finish consistent with the merchandise to be displayed and the stores in which they are to be used. Supplied in either Oak or Mahogany. Plush lined trays are included with the cases or separately to fit and match show cases which dealers may have previously installed.



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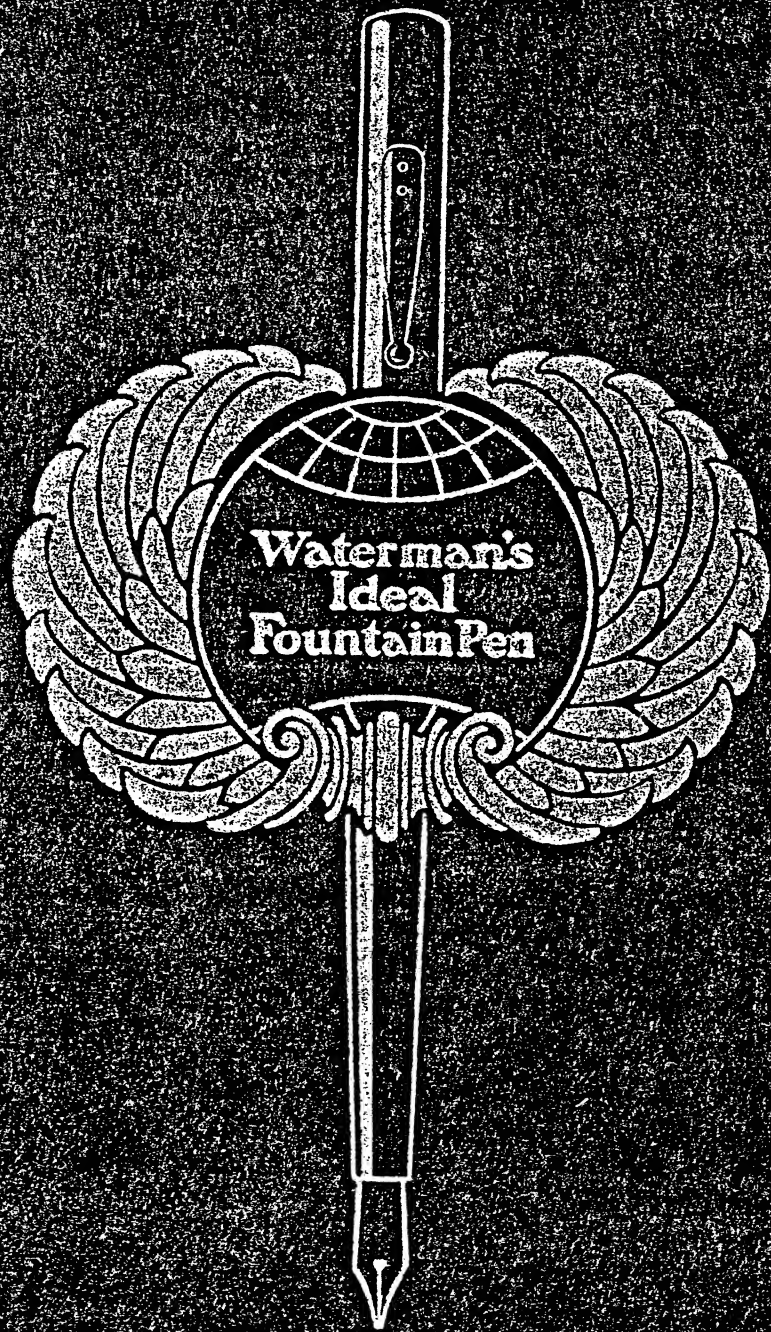
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